



Advanced Strategies To Turn Business
Connections Into Leads & Customers

NEILPATEL

LinkedIn Outreach Templates

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Connections Into Leads & Customers

Purpose: You want to reach out and pitch a product to someone at another company.

Hi [Name],

It's nice to finally meet you! I couldn't help but notice that we are both connected with [Name] and wanted to reach out. Seeing that you [Share similar niche/industry/school] as [Name], I thought it might be nice for us to connect as well. I also think you might be interested in some of the work I'm doing with [Name of Company].

Kind regards,

[Your name]

Purpose: Building connection without knowing the person through someone else.

Hey [Name],

My name is [Name] and I do work for [Company you work for]. We're both members of [LinkedIn Group] and I noticed that you had some pretty knowledgeable comments about [Topic from LinkedIn Group].

If you'd be up for it, I would like to discuss the topic more in depth. Also I think I may be able to help you out on the business side of things. Would you like to setup a 15 minute call [date]?

Kind regards,

[Your name]

Purpose: Building a connection in a short and simple way.

Hi [name],

How are you? I found your profile through [LinkedIn platform] and am interested to learn about your industry space in [their industry]. Would you mind having a chat sometime to talk about things?

[Your Name]

Purpose: Pitching a product.

Hi [name],

I'm working on a project for [Company Name] and they've created [product name/service] that I think you might be interested in!

If you would like to discuss, let me know!

Kind regards,

[Your Name]

Purpose: Giving out a skills endorsement review while not asking anything in return. Ask for their endorsement in second email.

Hi [Name]

I have been following your work, and really admire your skills. Would you like me to write a nice review on your skills? Let me know!

[Your Name]

Purpose: Gathering information / building up a connection.

Hello [name],

I must say, I've been wanting to reach out to you! I have been following your work with [Company Name] for quite a while now, and was really impressed by your work on [Something amazing they've done at their company].

I've worked with companies like [Company] and [Optional company 2] on similar projects. I would love to hear your experiences regarding the subject, would you be available for a call sometime next week?

Thank you!

[Your name]